

## Message Text

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44

ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 /017 W  
----- 024407

R 281110Z MAR 75  
FM AMEMBASSY PRAGUE  
TO AMEMBASSY VIENNA  
INFO USIA WASHDC  
SECSTATE WASHDC 7826

UNCLAS PRAGUE 0683

VIENNA FOR RPO

DEPT FOR CU/EE

USIA FOR IEE

E. O. 11652: N/A  
TAGS: OEXC, CZ  
SUBJECT: INSTANT PHOTOGRAPHY EXHIBIT

1. MEETING ARRANGED BY EMBASSY BETWEEN POLAROID INTERNATIONAL DESIGN DIRECTOR/EE SALES REPRESENTATIVE AND DIRECTOR OF PRAGUE TECHNICAL MUSUM MARCH 26, DID NOT REVIVE POSSIBILITY "INSTANT PHOTOGRAPHY" EXHIBIT CZECH SHOWING, EITHER IN CONJUNCTION WITH PRAGUE INTERCAMARA EXHIBITION OR IN SEPARATE CONTEXT. MINISTRY OF CULTURE REFUSAL REMAINS OPERATIVE.
2. CORDIAL EXCHANGE BETWEEN POLAROID AND TECHNICAL MUSUM PROMISES CONTINUING DIRECT RELATIONSHIP, WHICH MAY ULTIMATELY PRODUCE DESIRABLE RESULTS, BUT NOT IN CONNECTION WITH "INSTANT PHOTOGRAPHY" EFFORT.
3. POLAROID AND MUSEUM ENTHUSIASTIC OVER EMBASSY SUGGESTION OF SERIES POLAROID-STAFFED, MUSEUM-SPONSORED TECHNICAL SEMINARS ON INSTANT PHOTOGRAPHY APPLICATIONS. POLAROID-MUSEUM RELATIONSHIP WOULD REMAIN OFFICIALLY INDEPENDENT OF GOVERNMENTAL CHANNELS, HOWEVER, EXCEPT INsofar AS EMBASSY CAN OFFER FACILITATIVE ASSISTANCE TO TRADE DEVELOPMENT AND INCIDENTAL TECHNICAL

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EXCHANGE.

4. UNDER CIRCUMSTANCES, EMBASSY CANNOT RECOMMEND PRESENTATION AUTOGRAPHED PHOTO COLLECTION TO EITHER MUSEUM OR MINCULT. COLLECTION WILL BE REAINED BY POLAROID REP FOR LATER, MORE APPROPRIATE, USE.

5. EMBASSY P&C AND ECONOMIC SECTION WILL FOLLOW DEVELOPMENT POLAROID TECHNICAL SEMINARS AND ADVISE IN EVENT DEVELOPMENT AGENCY RPO SUPPORT ROLE.

6. EMBASSY WISHES TO COMMEND PERCEPTIVE AND DETERMINED RPO VIENNA SUPPORT OF EMBASSY EFFORTS(THREE ATTEMPTS OVER TEN-MONTH PERIOD) TO PLACE "INSTANT PHOTOGRAPHY", WITH SPECIAL THANKS FOR MOST RECENT PLON INTERVENTION WITH POLAROID IN AMSTERDAM. DEVELOPMENT TRADE POSSIBILITIES AND PROMISE OF DISPLAY AMERICAN TECHNOLOGY THROUGH SEMINARS COULD WELL MAKE UP FOR PERSISTENCE OF UNFORTUNATE REFUSAL EXHIBIT.  
PERRY

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**Subject:** INSTANT PHOTOGRAPHY EXHIBIT  
**TAGS:** OEXC, CZ  
**To:** VIENNA  
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